Big Sky Libraries
Number 95 - October/November/December 2006
Montana State Library

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Date — Event

December 13, 2006 – MSL Commission Meeting in Bozeman
January 9, 2007 – Montana Libraries Day in Helena & Legislative Training for Librarians
January 10, 2007 – Montana Library Association Board Meeting in Helena
February 14, 2007 – MSL Commission Meeting in Helena
February 23-24, 2007 – OFF-LINE Retreat at Bozeman Public Library

For more details:
http://msl.mt.gov/calendar.html

Check Out The New "What's Your Story?" Campaign

After a several months-long hiatus, *Big Sky Libraries* is back, and hopefully better than ever - here to provide you with news from the State Library, but also with tips and tools on how to manage your library better.

To that end, we chose to focus on the "What's Your Story?" campaign in this issue. For those of you who haven't heard of the campaign (and we hope there are only a very small handful of you at this point,) the "What's Your Story? Find it at the library!" campaign is a statewide marketing and communications initiative that is designed to help us share our wealth of resources with various groups of Montanans. The campaign will focus on a different target audience each year, and each year, an entire new set of marketing tools and materials will be released to help you reach that target audience.

After successfully marketing to senior citizens in the first year of the campaign, the marketing committee voted to focus on baby boomers in year two. Baby boomers are Montana's second most quickly growing population (after seniors), and represent tremendous buying power and influence. To reach this tremendously powerful group of people, a wide range of new tools and materials have been developed, some of which are highlighted in these pages.

You will find black and white copies of three of the six posters that were completed for this year's group. For the senior campaign, we used mainly stock photos on the posters. This year, however, we hired a local photographer and shot six real Montana baby boomers. In each shot, you'll notice that the baby boomer is featured with someone from a different generation. We felt that this best captured the essence of this population - they interact with a wide range of people, from teenagers to co-workers to grandchildren to their own parents - and that it was important to capture this part of their lives.

Darlene Staffeldt.

In addition to the six new posters, we will also debut several new bookmarks. The art for the posters and for the bookmarks will be made available on the campaign's Web site, but will also be printed in full color and distributed to libraries statewide for use in their own libraries. We will also produce a series of professionally-designed print ads (new this year for the campaign), that will be customizable for each library to advertise programming and events geared at baby boomers. All you will have to do is download the art and take it to your local newspaper!

In a poll taken by a wide range of librarians about the campaign, the programming ideas that were developed were seen as hugely important. So, this year, we are happy to announce that an entire booklet, packed with approximately 40 new adult programs (most geared specifically to the boomer population), will be mailed to each and every public library. We will also put several copies into our collection, for those libraries that are interested in checking this improved feature of the campaign out. However, the programming guide, in its entirety, can be downloaded from the campaign Web site at: *http://msl.mt.gov/whatsyourstory/programmingguide.pdf.*

You would think this would be enough - but there's more! We also have developed written pieces that you need only sign your name to and send into your local paper for additional publicity.

What's Your Story? continued on page 5

Commission Report

By Cindy Carrywater

Why Marketing?

Something we've heard over and over again from librarians around the state is that marketing Montana libraries needs to be a priority. Of course we knew this, but how to get it done? With limited funds and staff at both the State Library and in libraries around the state, developing a marketing campaign that Montana libraries could not only use, but could also be proud of, was an overwhelming challenge.

However, we think we've succeeded with the "What's Your Story? Find it at the library!" campaign. This statewide marketing and outreach initiative has received accolades from nearly everyone who has seen it - from "Best In Show" awards from the Montana Advertising Federation to nods from AARP National! But best of all, we've heard consistently great comments from librarians around the state who are displaying the posters, giving away the bookmarks, utilizing the programming ideas, and seeing the TV ads. But just to make sure you really love it, we also conducted a survey over the last several months. We wanted to make sure we were getting it right, and we also wanted to hear your ideas about the campaign.

Through that survey, you told us that you overwhelmingly love the campaign, and its many tools and materials. You appreciate the ease of the campaign - that there are tangible items produced, like posters and bookmarks - and that you can easily download pre-written materials to which you can sign your name and send off to various publications. One-hundred percent of you who answered the survey also hope that it will eventually pay off in additional funding for Montana libraries. We hope so too!

So what can we do better? In a word, you want us to simply do MORE. So we've tried to answer that call by producing more posters, more bookmarks, more programming ideas, more print ads, and eventually, more TV and radio ads with a bigger statewide purchase.

How do we do this? As I mentioned at the outset, funding is a major issue. Fortunately, however, many organizations and businesses see the real value in what we're doing, and provide funding for the campaign. Special thanks need to go to the Montana Library Association, Mountain West Bank, and Montana AARP for their continuing support of the campaign. Their financial backing and partnership is what has allowed us to produce the items you love so much. We also owe great thanks to the staff of Q Communications Group, the advertising agency in Helena who has helped us make our vision a reality. Their talented staff has worked with us for the past two years, and possess the amazing ability to take a brainstorming session and make it into a poster or TV ad.

The marketing committee, a group of volunteers who give readily of their time and ideas, have also helped to make this campaign all that it is. This year, please be sure to thank Bob Cooper, Bruce Newell, Heidi Sue Adams, James Kammerer, Jamie Harmon, Lisa Jackson Mecklenberg, Patricia Spencer, Renee McGrath, and Suzi Watne. Their commitment has helped to make this campaign a reality.

So, we think we're getting it right and we hope that you agree. Shifting to baby boomers helps you continue the marketing that you may have started with the first year of the campaign to senior citizens. While the needs of these two very different groups are vastly different, there is undoubtedly some overlap. We hope that you won't stop marketing to seniors or using the wide range of tools and materials developed to reach this target market (and now archived on the Web site), but we hope that you will add a new layer of your marketing efforts by introducing the baby boomer component. It's asking a lot, but we all know that marketing what we do is not just important; it's vital to our success and financial health and well-being!

"What's Your Story? Find it at the library!" Montana Libraries to Reach Out to Baby Boomers with New Marketing Initiative

Your local newspaper or your library newsletter are great places to announce your library's participation in the "What's Your Story?" campaign. Use the pre-written templates to advertise what your library is doing. Simply personalize the press releases, letters, op-eds, and newsletter articles by filling in your library's information as specified in the brackets. Sign your name and send it in!

Sample Press Release

Title: (Library Name) Joins Statewide Outreach Initiative

(CITY) - The (Name of Library) will join libraries throughout Montana in launching the second year of a statewide marketing initiative called, "What's Your Story? Find it at the library!" The marketing campaign is a multi-year effort designed to reach out to various Montana populations and remind them that Montana libraries are community centers and centers of their communities that foster learning at every stage of life. The second year of the "What's Your Story?" campaign will target Montana baby boomers.

"We targeted baby boomers in the second year of the campaign because they are a quickly growing segment of Montana's population," said Darlene Staffeldt, Montana State Librarian. "As a result, Montana libraries have seen an increase in their baby boomer patrons. This campaign will help us to better reach out to this segment of the population and to serve them in exciting new ways."

The (Name of Library) will launch their part of the marketing effort by celebrating at their library located at (insert address here) on (insert date) from (insert time from when until when). (Describe activities here.)

"We hope that all members of our community, but especially our baby boomers, will join us in launching the second year of this innovative new outreach program," said (name of spokesperson.) "As part of the 'What's Your Story?' campaign, Montana libraries will work together to provide innovative programming, educational opportunities, and new resources, such as books, DVDs, and other library materials that are of special interest to the Montana baby boomer population."

The statewide initiative will include the development of programming; marketing tools, such as posters and bookmarks; statewide media outreach, with new TV and radio public service announcements; and a series of print ads.

The "What's Your Story? Find it at the library!" campaign is sponsored by the Montana State Library, the Montana Library Association, the Library Services Technology Act, Mountain West Bank, and AARP. The first year of the campaign targeted Montana senior citizens. Montana libraries worked together to provide a range of new services, including cutting-edge programming and new resources for check-out to this segment of the population.

To learn more about the "What's Your Story?" campaign or the (Name of Library's) participation in the statewide launch, contact (Name of Contact) at (phone number) or (e-mail).

□ □ □ **—End—**

"What's Your Story?" Campaign Key Messages

Below you will find key messages used to convey the importance of Montana libraries to their communities and to Montanans. The first three key messages can be used when generally advocating for libraries; the final key message is specific to the baby boomer campaign. Use these key messages in press releases, during interviews, in speeches about the library, in brochures, in letters-to-the-editor, in op-eds, or in any other place you need some compelling language about the value of Montana libraries.

1.) Montana libraries are community centers and centers of the community. We are where people meet—whether it's for a book discussion group or to share a cup of coffee or to hear a speaker or to register to vote. Montana's libraries are where Montanans come together.

2.) Montana libraries foster learning at every stage of life. From pre-school story hour to estate planning, Montana's libraries have the resources to help you learn where ever you are in life.

3.) Montana libraries are high-tech and high-touch. Computer databases, Internet access, even computer classes —Montana's libraries have it all. And, we have the librarian to help you sort through it.

Key Message Baby Boomers

Montana libraries will help you rediscover yourself. Whether you want to spend your time with your grandkids or climbing Mt. Everest, now you can. And your Montana library can help.

What's Your Story? News Article I

Newsletter Article I

We are pleased to announce that the (Insert Library Name) is once again participating in the statewide library marketing initiative, "What's Your Story? Find it at the library!"

The campaign is a multi-year effort designed to remind Montanans of the value of their libraries to their local communities. United by a logo, new marketing tools and materials will be developed on an annual basis to target various Montana populations. The second year of the "What's Your Story?" marketing initiative will reach out to Montana baby boomers.

"Baby boomers are one of Montana's most quickly growing populations," said (Insert Library Spokesperson here). "By participating in the 'What's Your Story?' outreach initiative, we hope to better address the diverse research and entertainment needs of this enormous group by providing innovative and exciting new resources for them."

As part of the "What's Your Story" campaign, Montana libraries will work together to provide innovative programming, educational opportunities, and new resources, such as books, DVDs, and other library materials that are of special interest to the Montana baby boomer population. The statewide marketing effort will include the development of programming; marketing tools, such as posters and bookmarks; statewide media outreach, with new TV and radio public service announcements; and a series of print ads.

"Good library services are often taken for granted," said Darlene Staffeldt, Montana State Librarian. "The "What's Your Story?" marketing and outreach initiative will help us remind our users statewide of the many benefits of having a well-funded library in their communities. From providing computer access to resources on health issues to 24-hour homework help via the Internet and live chat with librarians, Montana libraries provide unique resources to help Montanans move forward with their lives."

The marketing and outreach materials are funded by a range of private donors who feel that libraries are making a positive impact on the communities they serve. These donors include: Mountain West Bank, the Montana Library Association, and AARP.

For more information on the "What's Your Story?" campaign, please contact (Name of Library spokesperson) at (Phone Number) or (Email).

What's Your Story? News Article II

Newsletter Article II

The (Name of Library) will join libraries throughout Montana in launching the second year of a statewide marketing initiative called, "What's Your Story? Find it at the library!" The marketing campaign is a multi-year effort designed to reach out to various Montana populations and remind them that Montana libraries are community centers and centers of their communities that foster learning at every stage of life. The second year of the "What's Your Story?" campaign will target Montana baby boomers.

"We targeted baby boomers in the second year of the campaign because they are a quickly growing segment of Montana's population," said Darlene Staffeldt, Montana State Librarian. "As a result, Montana libraries have seen an increase in their baby boomer patrons. This campaign will help us to better reach out to this segment of the population and to serve them in exciting new ways."

The (Name of Library) will launch our part of the marketing effort by celebrating at the library located at (insert address here) on (insert date) from (insert time from when until when). (Describe activities here.)

Newsletter Article II continued on page 5

What's Your Story? Article II

Newsletter Article II continued from page 4

"We hope that all members of our community, but especially our baby boomers, will join us in launching the second year of this innovative new outreach program," said (name of spokesperson.) "As part of the 'What's Your Story?' campaign, Montana libraries will work together to provide innovative programming, educational opportunities, and new resources, such as books, DVDs, and other library materials that are of special interest to the Montana baby boomer population."

The statewide initiative will include the development of programming; marketing tools, such as posters and bookmarks; statewide media outreach, with new TV and radio public service announcements; and a series of print ads.

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What's Your Story? Campaign

What's Your Story? continued from page 1

These pieces include everything from letters-to-the-editor to op-eds to newsletter articles for your own publication. We're also in the process of redesigning both the librarian and public Web sites, making all of these tools and materials available to you with the click of a mouse. The set of senior citizen tools and materials haven't gone away either; they've been archived on the site for your use as well.

At the beginning of the new year, we will also launch a series of public service announcements—on cable and network television and on commercial radio throughout the state. We will also sponsor lots of National Public Radio programming, in a further effort to reach our patrons and potential patrons. So, keep your eyes and ears open, and please plan to call your local TV and radio stations and ask them to continue to play the library PSAs, even after our media buy is long over.

I hope that you enjoy this issue of *Big Sky Libraries*, and are as excited about the new "What's Your Story?" campaign as I am. Please make a point of visiting the Web site and checking out the many new tools and materials—of which only a handful are highlighted here.

MOUNTAIN WEST BANK
AARP Montana
MONTANA
What's your STORY?
Find it at the library
www.whatsyourstory.ws

Library Fact Sheet

Please keep an updated version of this fact sheet available at your fingertips. When the press calls, you'll have everything you need to know already compiled, and will not have to conduct major research just to participate in an interview.

(Your) LIBRARY FACT SHEET

Contact:
_____

BACKGROUND AND FAST FACTS

The _____ Library was founded in _____ .
The number of registered _____ Library card holders is _____,
a percentage of _____%.
_____ Library has an inventory of:
_____ books
_____ videos/DVDs
_____ audio tapes and CDs
_____ magazines, newspapers and serials titles
Nearly _____ residents visited the _____ Library in 2006 and local
librarians answered _____ reference questions.

FUNDING

The_____ Library received $_____ in federal funds,
$_____ from the state of Montana, and $_____ in local funding in 2006.
In 2006, the _____ Library received $_____ in grants from
_____.
Last year, the _____ Library raised $_____ through local fund-raising efforts.
We used our "state grants for libraries " money of $_____ for
_____
_____
_____. The impact of the
state cuts is _____
_____

TECHNOLOGY

The_____ Library has _____ computers available for public access.
Nearly _____ residents accessed the Internet from the _____ Library.
The _____ Library has an inventory of _____ computer software programs.

SERVICES

The _____ Library provides the following services:
Children's Storytelling on _____ from _____ to _____.

2006 ACCOMPLISHMENTS

Examples may include:
The _____ Library experienced a _____% increase in circulation of
library materials.
Voter approval of library renovations.
The library expanded its children's programs by adding a summer reading program.
The _____ Library acquired another computer, bringing the total to _____.
Library staff added a new computer instruction class for Internet novices.
A successful fundraiser was held in 2006, raising $_____.

Plan Some Adult Programming to Attract Those Boomers

In a survey conducted about the "What's Your Story?" campaign, we found that librarians loved the programming suggestions and wanted more. For the baby boomer campaign, we developed a programming guide, a booklet that contains nearly 40 adult programming suggestions, many of them targeted specifically at baby boomers. These booklets will be mailed to every public library and branch in the state, and are also available online at: http://msl.mt.gov/whatsyourstory/programmingguide.pdf. Whether you want to help your patrons figure out how to research health information or whether you want them to know more about Elvis than one should really know, we have the program that's right for your library. Please enjoy the following programming samples, and look forward to an entire booklet of ideas coming your way soon!

Program Title: When Your Kids Move Home Again

Program Description

Baby boomers may have thought that their kids were gone for good, but that's not always the case. In fact, the latest census figures indicate that over 80 million empty nesters have at least one of their adult children living with them. Kids move home for a variety of reasons - a tough economy, soaring housing prices, to attend school - but the transition can be tough on everyone. This program explores realistic expectations for the boomers, and will help them to establish ground rules that will make living together easier. It will also introduce families to others in similar situations.

Topics

☐ - How to set ground rules

☐ - Why kids move back in

☐ - The importance of communication

Speakers

Local family and marriage counselors

Pastors, ministers, or priests

Local social workers

Basics

Length - One 1½ hour session.

Auditorium-style seating.

Preparation time - 2 hours.

Learn More About It

"Mom, Can I Move Back In With You?" by Linda Perlman and Susan Morris Shaffer, Tarcher.

"Boomerang Nation" by Elina Furman, Fireside.

Make It Special

Work with a counselor before the program to develop a one-page "How-To" guide that will remind attendees how to address the bigger issues.

Market It

Distribute flyers to grocery stores, shopping centers, places of employment, and local workout facilities.

Program Title: Best Places to Retire

Program Description

As retirement looms on the horizon, baby boomers may be considering where to retire. Whether they want to be closer to grandchildren or live in a more hospitable climate, this program can help boomers look at the many different options available to them.

Topics

☐ - What you want from your new home

☐ - What to look for in a retirement community

☐ - Where your retirement funds will go the furthest

Speakers

Representative from AARP

Financial services consultant

Basics

Length - One or two 1½ hour sessions.

Auditorium-style seating.

Preparation time - 2 hours for each session.

Learn More About It

AARP did an exhaustive search for the five best places to live in the United States: http://www.aarpmagazine.org/lifestyle/dream_towns.html

CNN/Money also lists their top places to retire: http://money.cnn.com/best/bpretire/index.html

AARP presents another article on 15 best places to retire with different considerations http://www.aarpmagazine.org/travel/Articles/a2003-03-27-mag-bestplaces.html/page=1

Make It Special

Provide a list of "Best Places to Retire" resources for attendees. Highlight aspects of your collection that may provide additional information, such as travel guides, maps, etc.

Market It

Distribute flyers in banks, shopping centers, downtown businesses, and places of employment.

More Program Ideas for "What's Your Story?"

Program Title: To Your Health! Finding Health and Medical Information Online

Program Description

As people age and healthcare becomes more complicated, questions about procedures, diseases, and treatment options become more frequent. Yet doctors have less time to spend with patients answering questions and helping with decisions. The internet is readily available, but finding the answers can be tricky-which sites are reliable? What does good information look like? Where can you go for unbiased information? This program helps participants sort out the options and find what they need.

Topics

☐ - Where to begin research☐

☐ - How to assess a health or medical information Web site☐

☐ - When and how to use online communities for information and support☐

☐ - What kinds of information are and aren't appropriate for web research☐

Speakers

Hospital librarian

Local public or academic librarian

Local medical practitioner (in tandem with one of the above)

Basics

This program can be a two-hour program but can last much longer if participants want to do research afterwards.

Preparation time: 1 - 1½ hours.

Learn More About It

MedlinePlus and the U.S. National Library of Medicine. Evaluating Health Information. Bethesda, MD.: U.S. National Library of Medicine, 2006. http://www.nlm.nih.gov/medlineplus/evaluatinghealthinformation.html. The best and most comprehensive guide to finding and evaluating medical information online. Includes information on specific conditions, for seniors, and information in Spanish.

Medical Library Association. A User's Guide to Finding and Evaluating Health Information on the Web. Chicago, IL: Medical Library Association, 2005. www.mlanet.org/resources/usersguide.html. A friendly, user-oriented guide to finding information, including links to the MLA's "Top 10" resources.

Winker, Margaret, et al. Guidelines for Medical and Health Information Sites on the Internet. Chicago, IL: American Medical Association, 2000. http://www.ama-assn.org/ama/pub/category/1905.html. Describes the history of online health information as well as the AMA's guidelines for health Web sites.

University of California-Berkeley Libraries. Evaluating Web Pages: Techniques to Apply and Questions to Ask. Berkeley, CA: UC-Berkeley Libraries, 2005. http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html. Criteria and information to effectively evaluate any kind of Web site.

U.S. Food and Drug Administration. Buying Medicines and Medical Products Online. Washington, D. C.: U.S. Food and Drug Administration; U.S. Department of Health and Human Services, 2006. http://www.fda.gov/oc/buyonline/default.htm. Great Web site linking to FDA information and guidance for buying medical supplies online.

Make It Special

☐ - Prepare and distribute short guides to books in your collection and good Web sites on specific conditions or topics (i.e. dietary supplements, diabetes, travel medicine)

☐ - Team up with a local practitioner to offer free blood pressure checks or other screening.

Market It

Fitness centers/gyms/YMCA, local hospitals, doctors' offices, churches, health food stores, grocery or drugstores.

Program Title: What Kind of Bird Is That? Birds In [your town]

Program Description

Birds are part of our everyday life. They live in our town. We see them flying, feeding, and raising their young. We hear them singing and calling. Maybe you'd like to learn who they are and give them a name? You probably recognize a robin, but what other birds share your neighborhood? Come learn about the feathered creatures who live right here in [your town].

Topics

☐ - Introduction to bird watching including binoculars, field guides.

What's* Your Story? *continued on page 11☐

More Program Ideas for "What's Your Story?"

Programs for "What's Your Story? "continued from page 10

☐ - Common birds in the area: what they look like (slides of local species), where to find them.

☐ - What birds do: food sources, songs and calls, nesting habits/raising young, migration.☐

☐ - How to attract birds to your yard: flowering plants/shrubs, trees, feeders, birdbaths.

☐ - Threats to birds: pesticides/herbicides, cats, window glass.

Speakers

Members of a local Audubon chapter or local bird enthusiasts (every town has some and they love to talk birds).

Local nursery owner to talk about plants that attract birds.

Owner of a local bird/feed store to talk about feeding birds.

Local science teacher or ornithology professor.

Basics

Length - Two 1½ hour sessions (+ optional half-day field trip; see below)

Auditorium-style seating

Preparation time - 2 hours to identify and contact speakers.

Learn More About It

Local area birding map if available (most local Audubon chapters have done maps) or create a simple handout of 25-30 of the birds (pictures/descriptions) that are in your town.

Montana Bird Distribution Database: http://nhp.nris.mt.gov/mbd/.

Natural Resource Information System (NRIS)/ Montana Natural Heritage Program online bird field guide: http://nhp.nris.state.mt.us/animalguide/relatedOrders.aspx

?hlt=B.

Montana Audubon: http://mtaudubon.org/.

National Audubon Society: http://www.audubon.org/.

Make It Special

Organize a field trip that would go to special areas (local park, lake/stream, hummingbird feeders, etc.) to actually see the birds in your town. Also, birds change from season to season so having a field trip in both spring and fall would find species in different plumage. Different seasons can also bring different species to the area - some birds migrate out and others migrate in.

Market It

Notices in the local paper and library newsletter; flyers mailed out with bank statements/electric bills; flyers posted at shopping centers, nurseries, feed stores, the library, offices, and schools; announcements at civic, garden, and outdoor group meetings; etc.

Program Title: The Lasting Legacy of the King

Program Description

Although Elvis Presley died in 1977, his influence can still be felt today. His records and CDs continue to sell, his face has appeared on a stamp, and you can find Elvis memorabilia everywhere-even in Montana! A million fans make an annual pilgrimage to his Memphis home, Graceland. He has sold over one billion records. Elvis was "it" in the 1950s and 1960s. More than any other single person, Elvis was responsible for the new, indigenous American art form: rock and roll music. Between 1970 and 1977, Elvis performed more than a thousand times in "sold-out" arenas and was watched by more than 6.5 million people. In addition, hundreds of millions more saw him on television and film. Use this program at significant Elvis times (anniversary of his death-August 16, 1977 and his birthday January 8, 1935) or if you need a rock and roll theme, or see topics below.

Topics

☐ - Fascinating insights into Elvis' musical roots.

☐ - Tips on finding, understanding, and appreciating Elvis' music.

☐ - Quotes and anecdotes from Elvis.

☐ - Valuable advice on touring Graceland.

☐ - Books, fan clubs, discography, and more.

☐ - Elvis' philanthropic efforts.

☐ - Elvis was one of the first 10 inductees into the Rock and Roll Hall of Fame in Cleveland, Ohio. Talk about history of rock and roll.

- By embodying rock-a musical and social revolution-Elvis was perceived as a threat to mainstream America, and became by far the most controversial entertainer of his time. Tie into book banning and library issues.

- Elvis was a twin-his identical twin brother was stillborn. Investigate the phenomenon behind identical twins and how this might have shaped Elvis' life.

What's Your Story? continued on page 12

Programs for "What's Your Story? "continued from page 11

Speakers

Music teachers from local school/college

Area musicians

Elvis fans

Radio DJs

Local film critic

Basics

Length - two to three 1-hour sessions.

Auditorium-style seating--informal.

Preparation time - 2 hours, plus 30 minutes for each session.

Learn More About It

Elvis Presley's Graceland: http://www.elvis.com/. The official authorized site of Elvis Presley and Graceland.

The Unofficial Elvis Home Page: http://www.ibiblio.org/elvis/elvishom.html.

Frank Coffey. The Complete Idiot's Guide to Elvis. New York: Alpha Books, 1997.

Peter Guralnick. Last Train to Memphis: The Rise and Fall of Elvis Presley. Boston: Little, Brown and Company, 1994.

Elvis: Walk a Mile in my Shoes. The Essential 70's Masters. RCA, 1995 (5 compact discs).

Make It Special

☐ - Elvis snacks (for example, peanut butter/banana sandwiches) as refreshments

☐ - Play Elvis's music

☐ - Show an Elvis movie

☐ - Have an Elvis impersonator

☐ - Have an Elvis coloring contest

☐ - Invite attendees to come dressed as Elvis

Market It

Distribute flyers and information to schools, universities, bars, restaurants. Get radio and TV stations to do a PSA. Put up flyers everywhere in town-you never know where you're going to find an Elvis fan!

State Librarian's Office:
Darlene Staffeldt, State Librarian
Kris Schmitz, Central Services Manager

Montana State Library Commission:
Ron Moody, Chair☐ Nora Smith
Caroline Bitz☐ ☐ Cindy Carrywater
Bruce Morton☐☐ Donald Allen
Linda McCulloch, Superintendent of Public Instruction
Cheri Bergeron, Alternate for Supt. of Public Instruction

Library Development:
Bob Cooper, Director

Montana Talking Book Library (MTBL):
Christie Briggs, Supervisor

Montana State Digital Library (MSDL):
Jim Hill, Administrator

Address: 1515 East Sixth Avenue – PO Box 201800
Helena MT 59620-1800
Phone: 406-444-3115 – **Fax:** 406-444-0266
Toll Free in Montana: 800-338-5087 – **TDD:** 406-444-3005
Montana State Library Home Page: http://msl.mt.gov
E-Mail: msl@mt.gov

The Montana State Library does not discriminate on the basis of race, color, national origin, sex, age or disability in employment or the provision of services.

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Sara Groves, Editor

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